



THE GREEN WAY

Annual Report 2023

OUR YEAR AT A GLANCE

The Greenway is far more than just a downtown park, whether people are visiting to relax in an urban oasis, experience Public Art, or take part in our free programming that speaks to the moment.

Through innovative activations, organic horticultural practices, and care for its neighboring communities, The Greenway is a premier urban park where visitors can gather, play, unwind, and explore in Downtown Boston.

In 2023, the Conservancy renewed its dedication to enlivening the downtown experience. We continued caring for our gardens and lawns and invited visitors to engage with free programming and Public Art throughout the park. The Conservancy also produced its first-ever dance festival in partnership with presenting sponsor Amazon, *Momentum Greenway Dance Series*, bringing four local dance companies to The Greenway to perform site-specific pieces. Through everything we accomplished this year, we continued to invite Boston to reconsider and reimagine its sense of self as a city.



837
feet of catenary lights installed
in Mary Soo Hoo Park and
Chin Park Plaza



760

volunteers contributed
to the beauty of The
Greenway by donating
3,357 hours of their
time and hard work

11,165

free rides were given out for
the Greenway Carousel at
Tiffany & Co. Foundation Grove



3,435

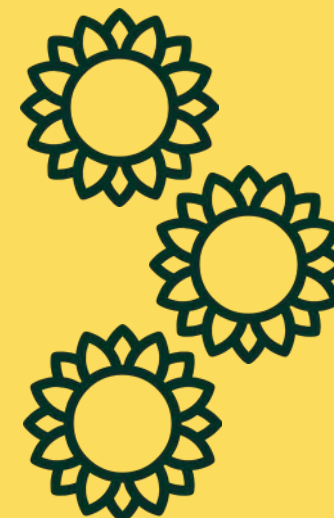
gallons of compost
tea applied to our
landscapes

40+

artists/creatives
supported by our
Public Art Program

400+

free events on The
Greenway showcased
the ingenuity and breadth
of our community



4,500

sunflowers planted
via artist Ekua Holmes'
Roxbury Sunflower Project



Left to right: A Greenway Volunteer, artist London Parker-McWhorter, and Director & Curator of Public Art Audrey Lopez preparing for install of **Seeds of Wisdom** by Ekua Holmes; Ekua Holmes' team, Greenway Conservancy Staff, and Volunteers huddled together before planting sunflower seeds; **Seeds of Wisdom** in full bloom
Photo credit: Mel Taing and Lee-Daniel Tran

“The gardens of The Greenway make the project much more than an imaginatively covered highway but rather, an incredible amenity for quality of life in Boston and New England.

– Greenway Conservancy Volunteer”

A Message from the Executive Director, Board Chair, and Outgoing Board Chair



Dear Friends,

The year 2023 was an incredibly exciting time for the Rose Kennedy Greenway and the communities it serves. The organization experienced a dynamic period, marked by the renewal of its public-private partnership with the Massachusetts Department of Transportation, the City of Boston, and the Greenway Business Improvement District (BID). The Greenway BID unanimously voted for another five-year term, acknowledging The Greenway's significance to Boston's identity and its role in fostering regional opportunities.

The Greenway continued to be a catalyst for arts and culture in Boston. Noteworthy initiatives included a \$1.2 million lighting upgrade in Chinatown parks, enhancing safety and enabling extended programming—a crucial response to urban heat in Chinatown stemming from the climate crisis. The Greenway remained a hub for arts and culture, hosting the *Momentum Greenway Dance Series* and revitalizing the iconic Dewey Square mural through a three-month projection project. The *Roxbury Sunflower Project* showcased ten varieties of sunflowers and inspirational quotes, adding vibrancy to the landscape.

As our board transitions to new leadership, we remain grateful to our community of supporters who enable The Greenway to connect people and neighborhoods through culturally relevant public art, inventive programming, and ecological plant care. Thank you for the privilege of stewarding this vibrant, welcoming green space in the heart of our city.

Sincerely,

Chris Cook
Executive Director

Hilina D. Ajakaiye
Board Chair

Doug Husid
Outgoing Board Chair

Left to right Matt O'Malley, Doug Husid, Chris Cook,
Governor Maura Healey, Hilina D. Ajakaiye, and
Representative Aaron Michlewitz at the 2023
Gala on The Greenway

Photo credit: Michael Blanchard



Caring for The Greenway

Our landscape management program is guided by the ecology of our park. We are dedicated to the practice of ecological horticulture to create and maintain resilient landscapes that connect people to nature and each other.



Maintenance & Improvements

Maintenance and Capital Projects teams performed and supervised repairs and improvements throughout The Greenway, working with pandemic safety protocols as required. Improvements included resealing of joints in pavers in several areas in the fountains and walkways in the North End, fabricating new air circulation louver assemblies with water-tight covers in Rings Fountain, and the installation of new park lighting in Chin Park. Maintenance and Capital Projects staff also worked together to maintain the Greenway Carousel at Tiffany & Co. Foundation Grove to a very high level with no days of operation missed due to mechanical downtime.



*Left to right, top to bottom:
Hatchlings Winter Lights,
Harbor Fog, lanterns in
Chinatown, aerial shot of
new benches in the Wharf
District, the Greenway
Carousel, Chin Park Lighting
Project, and Rings Fountain*

*Photo credit: Lee-Daniel Tran,
Chris Rucinski, and Michael
Blanchard*

Ecological Horticulture

The Conservancy continued to enhance The Greenway's gardens and landscapes by using ecological horticulture management and intentional design applications. 2023 saw many horticultural initiatives, including new tree installations, advocating for native bees, administering compost tea, and participating in No Mow May that promotes sustainability.

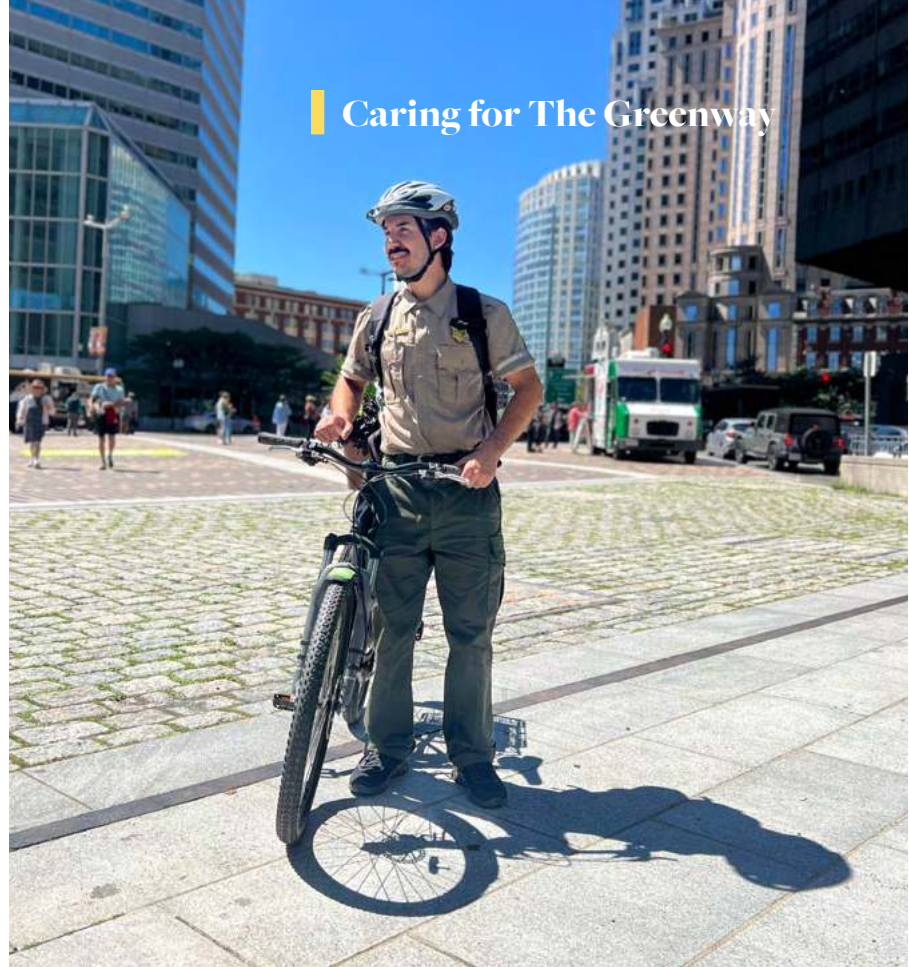


Left to right: Zone Horticulturist Nate taking in the fall foliage; Horticulturist Sam speaking to attendees of the Chinatown HOPE Tour about the plant beds in Chinatown; Senior Horticulturist & Designer Darrah watering the perennials at Dewey Square; Monarch caterpillar feeding on native common milkweed, *Asclepias syriaca* along The Greenway



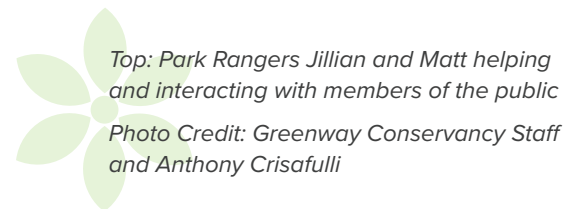
Photo credit: Anthony Crisafulli, Olivia Moon Photography, Tarik Bartel, and Greenway Conservancy Staff

In addition, the irrigation system was updated during the summer months, and we continued to plant the Dewey Demonstration Gardens with vegetables and maintain a rain garden. The weekly volunteer engagements that helped maintain the gardens and landscape proved to be extremely valuable and supported the department. These practices continue to help us create and maintain resilient landscapes that provide vital open green spaces for the community and visitors, and benefit the environment and natural ecosystem.



Rangers

Throughout 2023, our privately funded Park Rangers provided security and ambassadorship on The Greenway. The Rangers also successfully partnered with a security company who provided overnight unarmed patrols of The Greenway resulting in very noticeable increased safety and security in the park.



Top: Park Rangers Jillian and Matt helping and interacting with members of the public
Photo Credit: Greenway Conservancy Staff and Anthony Crisafulli



Left: Park Ranger Matt greeting and informing attendees of the Chinatown HOPE Tour
Right: The Rangers out on Dewey Square
Photo Credit: Olivia Moon Photography and Greenway Conservancy Staff



Volunteers

The Greenway has continued to offer robust volunteer programming to local organizations, corporate and community groups, and individuals. The Greenway Conservancy continued to offer a variety of volunteer opportunities ranging from Horticulture and Maintenance projects, to assisting in the five-week *Momentum Greenway Dance Series*. In 2023, over 760 volunteers contributed over 3,357 hours to the beautification of The Greenway and its programming. The dedication and commitment of returning and regular volunteers to The Greenway ensured the success of The Greenway's unique organic horticulture design.

Several volunteers and Greenway Conservancy Staff members maintaining the park

Photo Credit: Greenway Conservancy Staff



The Conservancy is fortunate to have a uniquely engaged community of individuals and partners who are eager to contribute to the beauty of the park. We are so grateful for their dedication!

- Avery Morgan, Volunteer & External Affairs Coordinator

Public Art

Through site-specific art commissions that are closely tied to the land that is now The Greenway, the Conservancy is committed to amplifying non-dominant stories that resonate with all of our visitors.

The 2023 season of Public Art on The Greenway intentionally cultivated spaces of care, belonging, and joy for diverse communities. Commissions included *Gateway To Infinity (An Anti-Monument)*, *Year Of The Rabbit*, *Breathe Life Together*, 2022-2024, *Sound In The City*, and *Love Language*, 2023.



Gateway To Infinity (An Anti-Monument)
Maria Molteni
Stretching 40 feet in diameter, *Gateway to Infinity (An Anti-Monument)* is a large-scale groundwork in the North End by Boston-based queer, interdisciplinary artist Maria Molteni which responds to colonial histories and their monuments.

Gateway To Infinity (An Anti-Monument) by Maria Molteni. Mural at the Greenway Carousel
Photo Credit: Chris Rucinski

Breathe Life Together - Studio HHH
The first Dewey Square mural by a Black Boston-native artist, *Breathe Life Together* by Rob “ProBlak” Gibbs continued to light up The Greenway in a joyful, cosmic, and powerful depiction of Black girlhood.

Breathe Life Together, 2022-2024
being lit up with projection animation during the evening
Photo Credit: Aram Boghosian



Street Theory - Hip Hop Seen/Unseen
Featuring a selection of early concert flyers and rare photographic archives curated by *Street Theory Gallery*, *Hip-Hop: Seen/Unseen* shared the untold story of Boston’s hip-hop community via large-scale photograph panels in Dewey Square.

A passerby admiring *Street Theory Gallery, Hip-Hop: Seen/Unseen* at Dewey Square
Photo Credit: Dominic Chavez



Love Language

Developed by a team of 20 youth from Artist For Humanity's 3D Design Studio, *Love Language* is a metal sculpture consisting of interlocking ovals symbolizing the constant evolution of society and the influences Black culture has had on fashion, beauty, music, food, and language.



Photo Credit: Greenway Conservancy Staff



Photo Credit: Lee-Daniel Tran

Roxbury Sunflower Project: Seeds of Wisdom

Over 5,000 sunflowers were planted in three installations throughout the park as part of artist Ekua Holmes' *Roxbury Sunflower Project: Seeds of Wisdom*. Project collaborators included The Greenway's horticulture team, long-term Greenway volunteers, United Neighbors of Lower Roxbury Community Gardens, Friends of Martin's Park, Hurst Landscaping, PowerCorpsBoston (a City of Boston program), and Madison Park Development Corporation.



Photo Credit: Lee-Daniel Tran

Year Of The Rabbit

For 2023's annual Chinatown zodiac project, the Greenway Conservancy Public Art team collaborated with the Metropolitan Area Planning Council, Chinatown Land Trust, Pao Arts Center, ACDC, and the City of Boston to develop a Chinatown Cultural Plan as an addendum to the Chinatown Masterplan from 2020. The Cultural Plan will be launched in June 2024.

***Little Amal***

As the first stop on her walking tour across the United States, *Little Amal*, a twelve foot puppet of a 10 year old Syrian refugee child, made a procession down The Greenway in early September. The event, which was co-hosted by ArtsEmerson and the City of Boston, included dance and musical performances by several community groups including a bhangra workshop led by the New England Bhangra club and a dragon dance by Wal Lum Academy.

Photo Credit: Jessica Rinaldi

Programs & Community

The Programs department supported and hosted more than 400 free events on The Greenway in 2023, including markets, festivals, fitness classes, and performances.

After a year-long development process, we saw a major initiative come to life, the *Momentum Greenway Dance Series*, presented by Amazon. This free outdoor series consisted of five days of contemporary dance by four companies; Continuum Dance Project, Jean Appolon Expressions, Public Displays of Motion, and Vimoksha Dance Company.

The Greenway Conservancy continued its deep engagement with the Chinatown community, working with key partners and hosting events by new partners including Asian Women for Health and the Greater Boston Chinese Golden Age Center. We also hosted an event to present and celebrate the improvements for a section of Mary Soo Hoo Park, which will provide more recreational and children's space in this busy neighborhood after a year of community feedback sessions.

Consistent with the Conservancy's commitment to supporting local entrepreneurs, The Greenway served as an incubator and platform for more than 100 small businesses through our food truck program, fitness series, and artisan and farmers markets. The majority of these businesses identified as women or minorities.

The Programs department saw an increase in the number of event applications, which demonstrated that The Greenway continues to be a sought after destination as downtown Boston continues to rebound from the impacts of the pandemic. Our programmatic season extended into winter with pilot activations such as a winter sauna village, performance series, and market pop-up that we hope to build upon for 2024.

Photo Credits: Lee-Daniel Tran, Olivia Moon Photography, Benjamin Rose, and Greenway Conservancy Staff



Momentum Greenway Dance Series



Artisan Market



Jazz in the Park



Coolidge Corner



Fitness



MassArt Iron Pour



Caribbean Festival



Fall Festival



Food Truck Festival

Donors & Supporters

The Conservancy gratefully acknowledges those whose gifts, pledges, and in-kind services have helped sustain our work between January 1 - December 31, 2023.

\$100,000+

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***Denotes gifts that are part of multi-year grants or pledges*

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Dorothy (Doyle) Maloney
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KHJ
Massachusetts Convention
Center Authority
Massachusetts DOT
Max Ultimate Foods
North East of the Border
PEAK Event Services
Tufts University
Vaz & Mac Tex-Mex
Volo Sports
Yotel



*Photo Credit: Chris Rucinski
and Anthony Crisfulli*

The Greenway Legacy Society

The Greenway Legacy Society recognizes those who play a lasting role in securing the Rose Kennedy Greenway Conservancy's future beyond their lifetime by making a bequest or other planned gift as part of their estate plan. We are indebted to the following Legacy Society members for their thoughtful generosity and stewardship.

Robert and Doris Gordon
Marlene S. Kaplan
Rebecca A. Lee
Janet Veasey and Robert Binney



Doug Husid
*Chair of the
Conservancy Board*



John Shea
*Vice Chair of the
Conservancy Board*

Board of Directors

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Hilina D. Ajakaiye
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Yvonne Garcia
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Carmine Guarino
Kirsten Hoffman
Jessica Hughes
Jenny Harding
Sayed Saleh
Linda See
Bradley W. Snyder

*As of December 31, 2023



Deniz Johnson
*Treasurer of the
Conservancy Board*



Rebecca A. Lee
*Clerk of the
Conservancy Board*



Governor Maura Healey,
Greenway Conservancy
Directors, and Board of
Directors at Gala on The
Greenway at the Rings Fountain
Photo credit: Michael Blanchard
and Lee-Daniel Tran



Financials

A record-breaking year for philanthropy provided funding that allowed for additional programming park-wide. Generous support from our foundation and corporate partners, as well as The Greenway Business Improvement District, provided for expanded public art, winter activations and dance programming, which encouraged community engagement throughout The Greenway.

While still popular, The Greenway’s most important sources of earned income, the carousel and beer garden, were negatively impacted by the summer and fall’s unusually poor weather.

The Greenway Business Improvement District (BID), the Massachusetts Department of Transportation (MassDOT), and City of Boston (City) support were consistent with their landmark 2017 multi-party funding agreement. In 2023 the four parties, (including The Greenway), successfully finalized the extension of these funding agreements through FY28. The BID will begin the next five years by providing \$1.1M annually for maintenance and horticulture operations, plus \$0.5M for enhancements. The City’s annual funding fluctuates with the performance of an invested trust fund. MassDOT will fund maintenance, horticulture, and capital repairs, as well as provide in-kind support.

Core costs remained relatively stable compared to 2022 with minor payroll related increases reflecting a full year of 2022 hires. Growth in direct costs was fully funded and covered programs such as the *Momentum Greenway Dance Program*, increases in public art and public art programming, and our continuing work with the Chinatown community.

In keeping with our investment policy, the Conservancy drew from the endowment at a Board-approved 4.5% sustainable rate to fund current operations. 2023 marked the first full year with our newly adopted investment managers, which when combined with favorable market conditions, resulted in substantial gains in our net assets compared to 2022.

Operating Revenue and Support	FY23	FY22
Earned Revenue	\$ 931,041	\$ 1,101,848
Contributions, BID	\$ 1,343,598	\$ 1,163,850
Contributed income	\$ 1,764,393	\$ 1,407,565
Endowment draw for current operations	\$ 792,521	\$ 776,594
Government support, MassDOT	\$ 800,000	\$ 750,000
Gala & event revenue, net	\$ 563,020	\$ 528,748
Government support, City of Boston	\$ 284,675	\$ 294,927
Government support, grants	\$ 176,044	\$ 127,000
In-kind revenue, private	\$ 126,178	\$ 209,522
In-kind revenue, public	\$ 272,874	\$ 280,942
Other income and recoveries	\$ 183,264	\$ 136,164
Total operating revenue and support	\$ 7,237,608	\$ 6,777,160
Operating Expenses before Depreciation		
Programmatic	\$ 5,560,766	\$ 5,120,905
Fundraising	\$ 761,095	\$ 718,658
Administrative	\$ 707,994	\$ 687,199
Total operating expenses before depreciation	\$ 7,029,855	\$ 6,526,762
Depreciation	\$ 774,325	\$ 744,238
Non-Operating Revenue and Support		
Contributions, BID - Enhancements	\$ 306,402	\$ 336,150
Government support, MassDOT - capital	\$ 578,888	\$ 740,078
Contributions and grants - capital	\$ 127,500	\$ 485,454
Government support, grants - capital	\$ -	\$ -
In-kind revenue - capital	\$ -	\$ -
Investment income, net of fees	\$ 2,435,318	\$ (3,171,056)
Gain/loss on fixed assets	\$ -	\$ -
Endowment pledge	\$ -	\$ -
Endowment draw for current operations	\$ (792,521)	\$ (776,594)
Total non-operating revenue and support	\$ 2,655,587	\$ (2,385,968)
Change in net assets	\$ 2,089,016	\$ (2,879,808)
Net assets, beginning of the year	\$ 27,746,035	\$ 30,625,843
Net assets, end of the year	\$ 29,835,051	\$ 27,746,035

A vibrant collage of various flowers and a dew-covered leaf set against a dark green background. The flowers include a purple daisy-like flower in the top left, a white flower with a yellow center at the top, a pink peony in the middle left, a yellow flower in the middle right, a blue hydrangea-like flower on the right, a yellow flower bud on the left, a small blue flower in the middle left, a large orange flower in the middle right, a purple flower in the bottom right, a large yellow sunflower in the bottom left, a yellow flower bud in the bottom middle, and a large pink flower in the bottom right. A green leaf with dew drops is on the left side.

Make today an adventure.